Listing of Claims:

1. (Previously Presented) A backlight unit in a field sequence liquid crystal display including a reflection plate, and a diffusion plate, the backlight unit using LEDs as a backlight lamp,

wherein a plurality of lamps are arranged such that LED chips realizing R, G, and B colors are built in the respective lamps.

2. (Original) The backlight unit in a liquid crystal display of claim 1, wherein each of the lamps has a luminescent area over 100°.

3. (Previously Presented) The backlight unit in a liquid crystal display of claim 1, wherein the plurality of lamps are within 10 mm of each other.

4. (Previously Presented) The backlight unit in a liquid crystal display of claim 1, wherein each of the plurality of LED lamps is within 5 mm of the diffusion plate.

5. (Previously Presented) A backlight unit in a field sequence liquid crystal display including a reflection plate, and a diffusion plate, the backlight unit using LEDs as a backlight lamp,

wherein a plurality of unit chips are arranged such that LED chips realizing R, G, and B colors are built in the respective unit chips.

6. (Previously Presented) The backlight unit in a liquid crystal display of claim 5, wherein each of the unit chips has a luminescent area over 100°.

7. (Previously Presented) The backlight unit in a liquid crystal display of claim 5, wherein the plurality of unit chips are within 10 mm of each other.

8. (Previously Presented) The backlight unit in a liquid crystal display of claim 5, wherein each of the plurality of unit chips is within 5 mm of the diffusion plate.

9. (Previously Presented) A backlight unit in a field sequence liquid crystal display including a reflection plate, and a diffusion plate, the backlight unit using LEDs as a backlight lamp, the backlight unit further comprising:

a plurality of lamps arranged alternatively in a plurality of rows; and

three LED chips built in each of the lamps, the three LED chips realizing R, G, and B colors respectively,

wherein the lamps are turned on/off according to a sequence of a R chip, a G chip, and a B chip in each of the rows.

10. (Previously Presented) A backlight unit in a field sequence liquid crystal display including a reflection plate, and a diffusion plate, the backlight unit using LEDs as a backlight lamp, the backlight unit further comprising:

a plurality of unit chips arranged alternatively in a plurality of rows; and

three LED chips built in each of the unit chips, the three LED chips realizing R, G, and B colors respectively,

wherein the unit chips are turned on/off according to a sequence of a R chip, a G chip, and a B chip in each of the rows.

11. (Previously Presented) The backlight unit in a liquid crystal display of claim 1, further comprising a light-guiding plate.

12. (Previously Presented) The backlight unit in a liquid crystal display of claim 1, wherein the plurality of lamps are arranged between the reflection plate and the diffusion plate.

13. (Previously Presented) The backlight unit in a liquid crystal display of claim 5, further comprising a light-guiding plate.

14. (Previously Presented) The backlight unit in a liquid crystal display of claim 5, wherein the plurality of unit chips are arranged between the reflection plate and the diffusion plate.

15. (Previously Presented) The backlight unit in a liquid crystal display of claim 9, further comprising a light-guiding plate.

16. (Previously Presented) The backlight unit in a liquid crystal display of claim 9, wherein the plurality of lamps are arranged between the reflection plate and the diffusion plate.

17. (Previously Presented) The backlight unit in a liquid crystal display of claim 10, further comprising a light-guiding plate.

18. (Previously Presented) The backlight unit in a liquid crystal display of claim 10, wherein the plurality of unit chips are arranged between the reflection plate and the diffusion plate.

19. (New) A liquid crystal display, comprising:

a reflection plate;

a first surface of a backlight lamp on the reflection plate, the backlight lamp including a plurality of lamps arranged in a plurality of rows, each of the plurality of lamps including LED chips realizing R, G, and B colors;

a diffusion plate on a second surface of the backlight lamp, the first surface opposing the second surface; and

a liquid crystal display panel on the diffusion plate.

20. (New) The liquid crystal display of claim 19, wherein each of the lamps has a luminescent area over 100°.

21. (New) The liquid crystal display of claim 19, wherein the lamps are within 10 mm of each other.

22. (New) The liquid crystal display of claim 19, wherein the lamps are within 5 mm of the diffusion plate.